



WXYZ

# ORDER

Print Date 10/02/12 Page 1 of 4

Flight Dates **10/02/12-10/08/12**

Contract / Revision      **307105 /**  
Original Date / Revision  
                                  08/06/12    10/01/12  
Advertiser **Protect Working Families**

Agency    **Hamburger Company**  
Buying Contact  
  
**5505 Connecticut Avenue NW - #21**  
**Washington, DC 20015**

Product  
**Protect Working Families**  
  
Agency Com    15%  
Billing Contact  
  
**5505 Connecticut Avenue NW - #21**  
**Washington, DC 20015**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
  
Estimate #            **1558**  
Alt Order #  
  
Billing Type          Cash  
Order Type          GENERAL  
Billing Cycle        EOM/EOC  
Billing Calendar   BROADCAST  
  
Demographic       A25-54  
  
Rev Codes            POL            POL            ISS  
  
Product Codes    PL  
Priority                P-1  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
UNKWN	100%
WADL	%
WDIV	%
WDWB	%
WJBK	%
WKBD	%
WLPC	%
WPXD	%
WTVS	%
WWJ	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$50,660.00	\$59,600.00	0.00	10/01/12	10/08/12	69	\$50,660.00	\$59,600.00
<b>Totals</b>	<b>69</b>	<b>\$50,660.00</b>	<b>\$59,600.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/02/12	10/08/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	11111--		5			\$150.00			0.00		
N 2	WXYZ	10/02/12	10/08/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-4	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/02/12	10/08/12	11111--		5			\$400.00			0.00		
N 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		



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Contract / Revision **307105** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1558**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$900.00		0.00			
N 4	WXYZ	10/06/12	10/06/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$250.00		0.00			
N 5	WXYZ	10/06/12	10/06/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$350.00		0.00			
N 6	WXYZ	10/06/12	10/06/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$350.00		0.00			
N 7	WXYZ	10/07/12	10/07/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$250.00		0.00			
N 8	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$350.00		0.00			
N 9	WXYZ	10/07/12	10/07/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$350.00		0.00			
N 10	WXYZ	10/02/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$500.00		0.00			
N 11	WXYZ	10/03/12	10/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	--1-1--	:30	2	\$400.00	P-4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1-1--					2	\$400.00		0.00			
N 12	WXYZ	10/02/12	10/08/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11-1---	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11-1---					3	\$750.00		0.00			
N 13	WXYZ	10/02/12	10/08/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$500.00		0.00			
N 14	WXYZ	10/03/12	10/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	--1-1--	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1-1--					2	\$1,000.00		0.00			
N 15	WXYZ	10/02/12	10/08/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$1,200.00	P-4	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **307105** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1558**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WXYZ	10/02/12	10/08/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$1,200.00	P-4	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11-1---					3	\$1,200.00		0.00			
N16	WXYZ	10/02/12	10/08/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$1,200.00		0.00			
N17	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$750.00		0.00			
N18	WXYZ	10/03/12	10/06/12	Late News M-Su Late News after FB	CM	11-1135pm M-Sun	--1-11-	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1-11-					3	\$2,000.00		0.00			
N19	WXYZ	10/02/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11-1---	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11-1---					3	\$750.00		0.00			
N20	WXYZ	10/02/12	10/08/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$250.00		0.00			
N21	WXYZ	10/02/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--					5	\$150.00		0.00			
N22	WXYZ	10/06/12	10/06/12	SA 1130p-1230a Sa Greys Anatomy	CM	1130pm-1230am (12:00 XM-1:00 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$250.00		0.00			
N23	WXYZ	10/07/12	10/07/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S					1	\$550.00		0.00			
N24	WXYZ	10/03/12	10/03/12	Wednesday Prime B Modern Family / Happy E	CM	9-10pm Wednesday	--W----	:30	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--W----					1	\$9,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/02/12-10/08/12		Wednesday Prime B		9-10pm Wednesd	--W-----	:30		<del>(\$9,000.00)</del>		0.00	NM		
See MG 24.2															
[program change - Political Debates]															
2	WXYZ	10/02/12-10/02/12		ABC Tuesday Prime		8-10pm Tuesday	8:00 PM-10:00 PM	1		\$9,000.00		0.00	NM		
Ⓜ MG for 24.1 10/03															
N25	WXYZ	10/05/12	10/05/12	Friday Prime C 20/20	CM	10-11pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	----F--					1	\$4,000.00		0.00			
N26	WXYZ	10/06/12	10/06/12		CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00



WXYZ

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Contract / Revision     **307105**     Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    08/06/12/   10/01/12

Order Sep    00:20:00

Advertiser   **Protect Working Families**    Product **Protect Working Families**    Estimate #    **1558**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
ABC Saturday Night Footb																
ABC's Saturday Night Foc																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-					1	\$3,000.00		0.00				
N27	WXYZ	10/07/12	10/07/12	Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00	
AFHV																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S					1	\$3,000.00		0.00				
														Totals	69	\$59,600.00